



# Montgomery County DLC Licensee Feedback Survey - 2018

Montgomery County Government

Department of Liquor Control



# DLC Licensee Feedback Survey

## BACKGROUND & METHODOLOGY

**Background:**

This memo summarizes the results of the annual DLC Licensee Customer Satisfaction Survey that was conducted in January 2018.

**Methodology:**

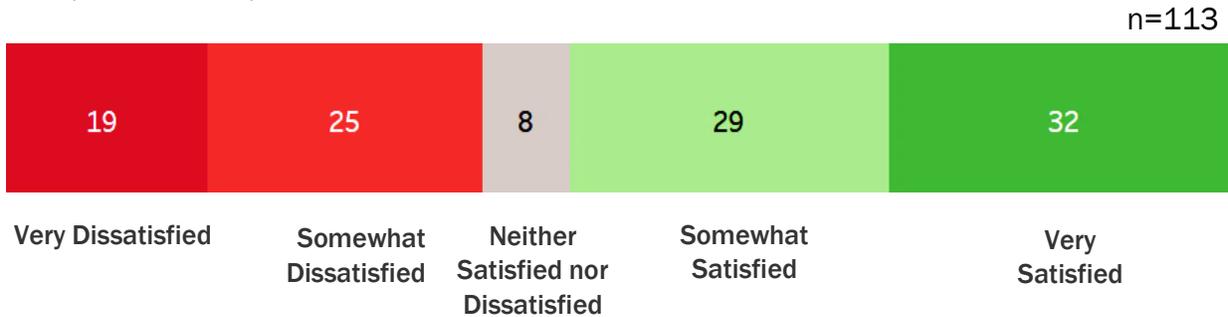
**Licensee Survey** - Responses were collected exclusively through an online survey conducted by CountyStat. A link to the survey was distributed to 1,059 licensees with email addresses registered in the department’s GovDelivery system, and provided by the IT staff of DLC. Because the distribution of this survey did not rely exclusively on random sampling or any kind of parameters to control distribution, it does not meet the standards of a scientific poll. The “Montgomery County DLC Licensee Feedback Survey – 2018” questions were developed to convey the standpoint of licensees that the DLC serves and evaluate their satisfaction of the services provided by the department. Due to the lack of sampling during the distribution of this survey, there will be no attempt to weight or correct responses to align with licensee size and characteristics. One uncorrected bias will be represented within this analysis, Licensees that do not purchase items from DLC retail outlets for business purposes and answered the section on retail satisfaction and improvement from a non-business standpoint.

## MONTGOMERY COUNTY DLC LICENSEE FEEDBACK SURVEY – 2018

Of the 1,059 Licensees that were sent the survey link, 113 Responses were received. With a 10.6% response rate the survey provides adequate feedback to quantify the overall satisfaction of its licensees with respect to the different services provided by the Department. For detailed descriptive statistics from the survey responses please see Appendix II.

### QUESTION 1: HOW WOULD YOU RATE YOUR OVERALL SATISFACTION WITH THE SERVICES THAT THE DEPARTMENT OF LIQUOR CONTROL PROVIDES?

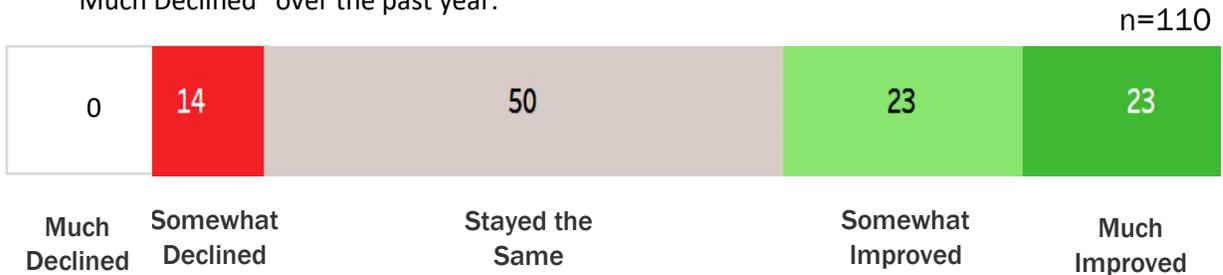
53.9% of Respondents to the survey are satisfied with the current services that have been provided by the Department of Liquor Control.



**Average Satisfaction Score: 3.3/5**

### QUESTION 2: COMPARED TO THIS SAME TIME LAST YEAR, PLEASE RATE THE LEVEL OF IMPROVEMENT THAT YOU HAVE EXPERIENCED FOR THE DEPARTMENT'S SERVICES OVERALL.

- 41.8% of respondents to Q2 said that they experienced some improvement in the service that they have been provided over the past year.
- None of the respondents reported that the overall services provided by the Department had “Much Declined” over the past year.

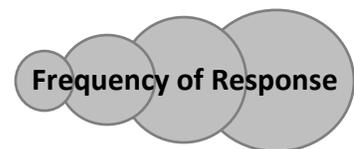
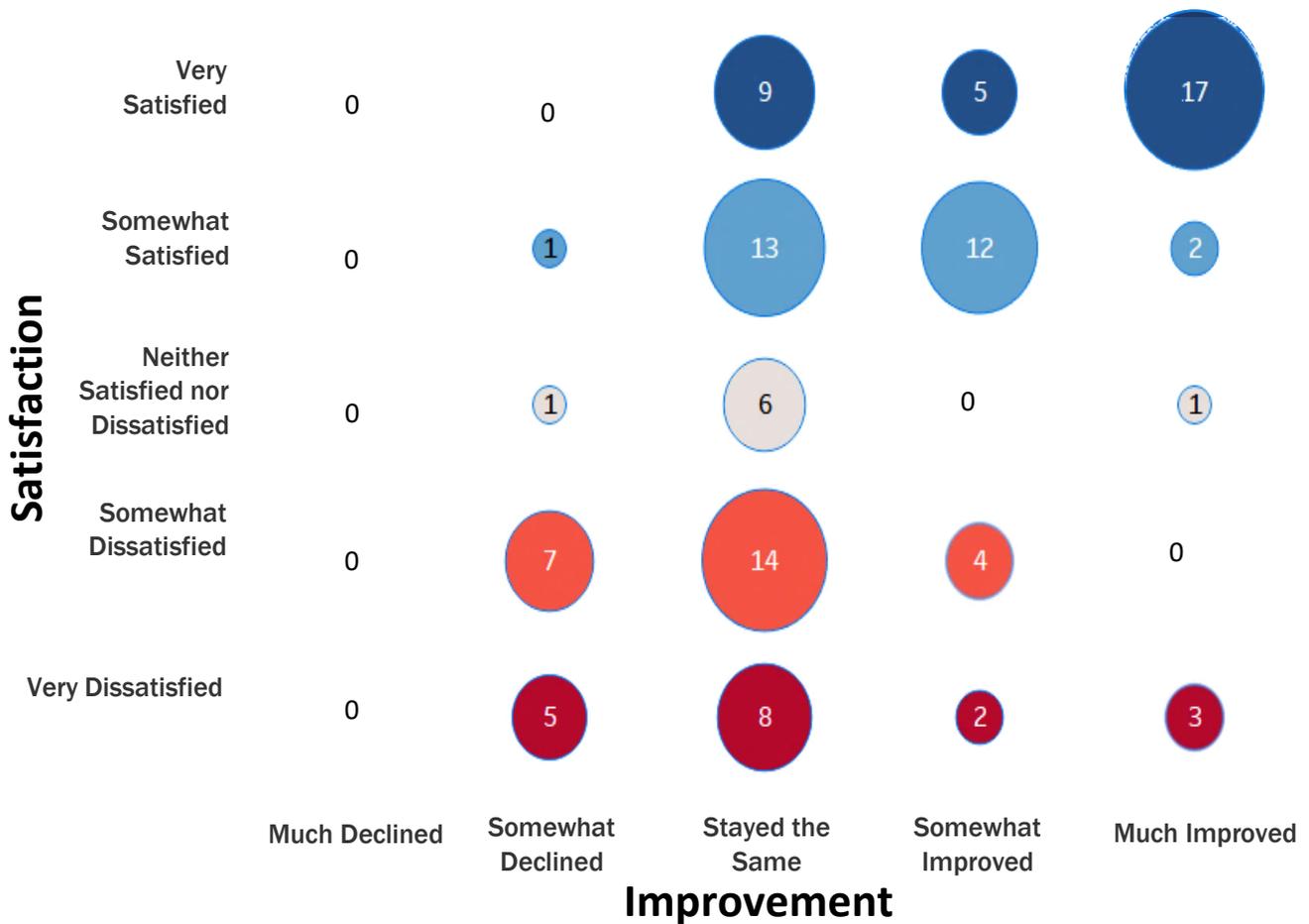


**Average Improvement Score: 3.5/5**

**QUESTION 1 VS. QUESTION 2 SATISFACTION VS. IMPROVEMENT**

- Of the 110 respondents that answered both Question 1 and Question 2 on the survey, 50 (or 45.0%) of respondents replied that they had not experienced any noticeable changes in the services that were provided by the department over the past year. Of those 50 licensees that had not experienced change in Question 2, exactly 22 replied that they were somewhat or very satisfied and 22 replied that they were either somewhat or very dissatisfied with the overall service provided by the department, the remainder (6) replied that they were “Neither Satisfied nor Dissatisfied.”
- 62.0% of respondents answered that they were either satisfied or saw improvement in service over the past year Question 1 and Question 2.

n=110

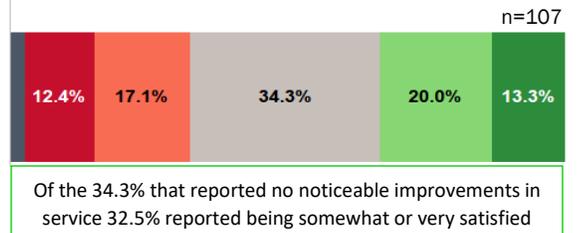
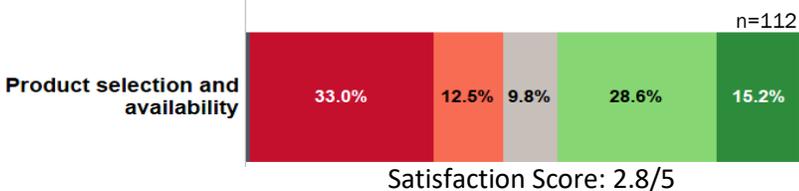
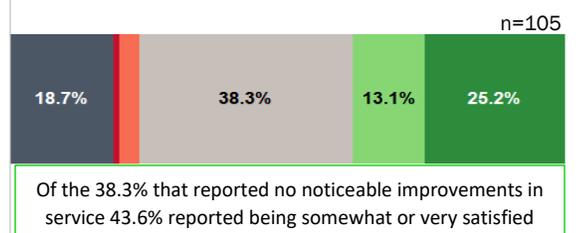
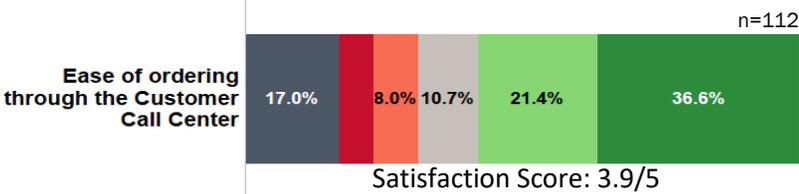
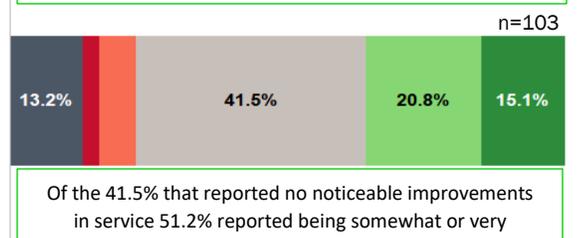
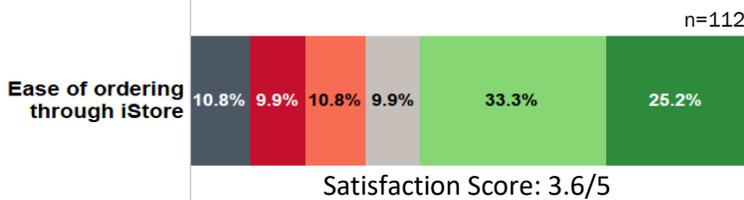
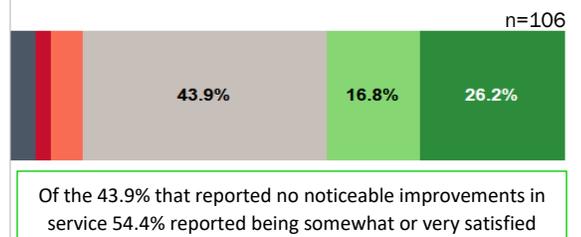
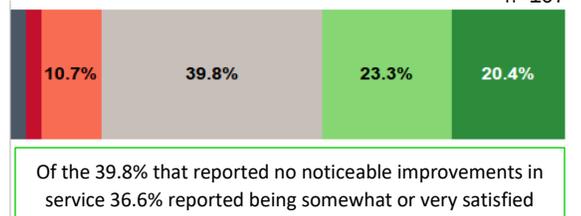
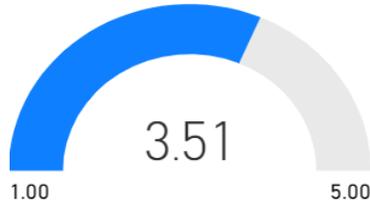


**QUESTION 3 VS. QUESTION 4 SATISFACTION VS. IMPROVEMENT:  
WHOLESALE DIVISION**

**Satisfaction**

**Improvement**

Average Score for satisfaction and improvement within the Wholesale Division

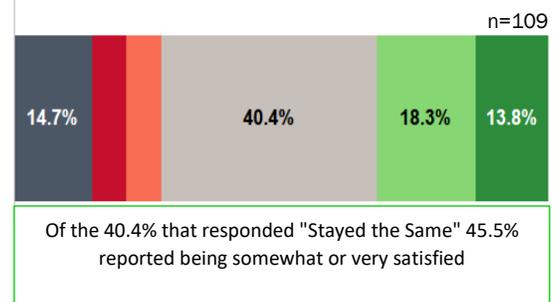
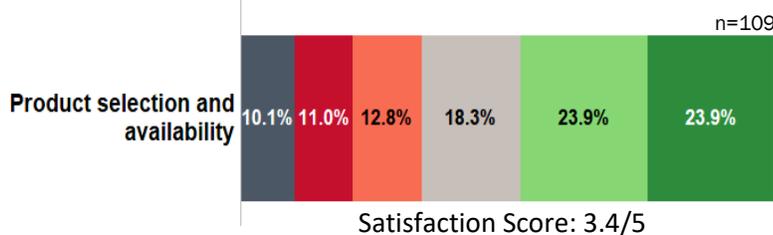
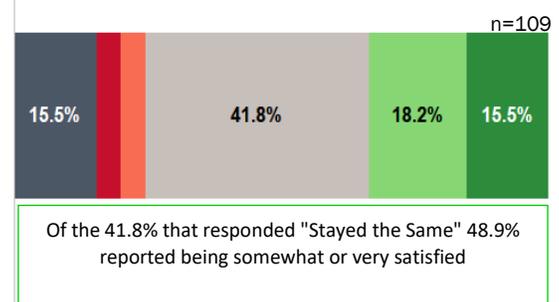
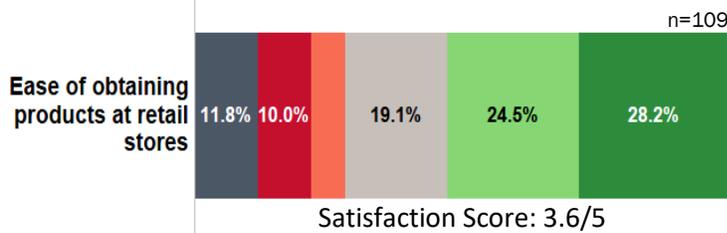
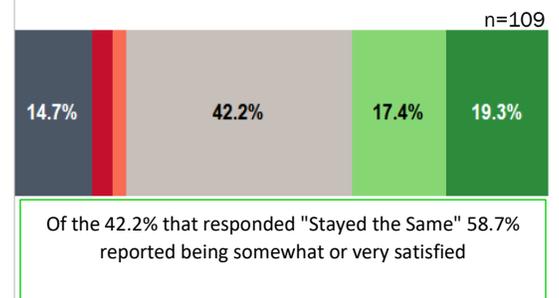
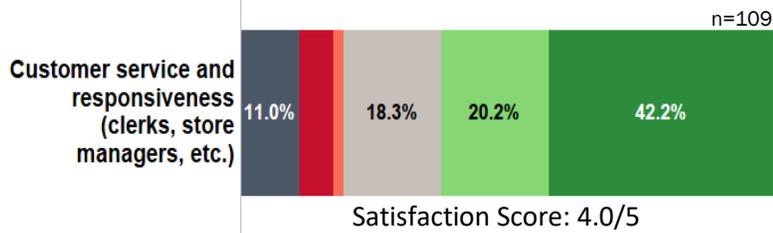
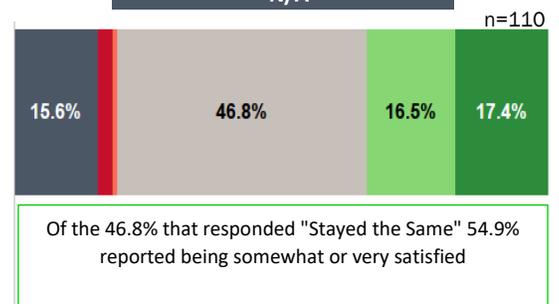
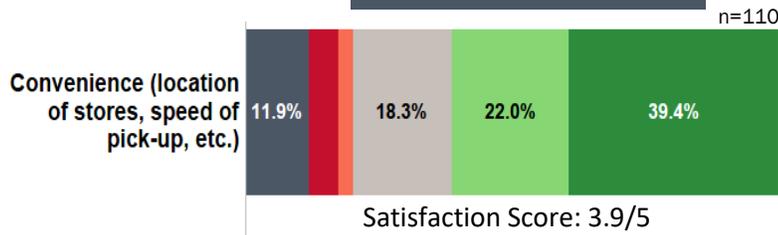
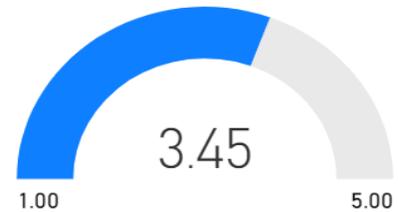


**QUESTION 5 VS. QUESTION 6 SATISFACTION VS. IMPROVEMENT:  
RETAIL DIVISION**

**Satisfaction**

**Improvement**

Average Score for satisfaction and improvement within the Retail Division



**QUESTION 7 VS. QUESTION 8 SATISFACTION VS. IMPROVEMENT:  
LRE DIVISION**

Average Score for satisfaction and improvement within the LRE Division

